



ASPECTS OF TOURIST SERVICES IN PRACTICING WINTER TOURISM AT MUNTELE MIC

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Abstract: The paper analyzes the particularities of the tourist services offered in the Muntele Mic resort, with the objective of highlighting how they contribute to the development and attractiveness of winter tourism in the area. The study captures the relationship between the tourist infrastructure, the quality of services and the degree of satisfaction of visitors, emphasizing the importance of adapting the offer to current market requirements. Aspects related to accommodation, public catering, recreational activities and related services are analyzed, as well as the role of investments in the modernization of mountain facilities. The conclusions highlight the potential of winter tourism in Muntele Mic to become a model of sustainable regional development, through the responsible use of natural resources and by diversifying the services offered to tourists.

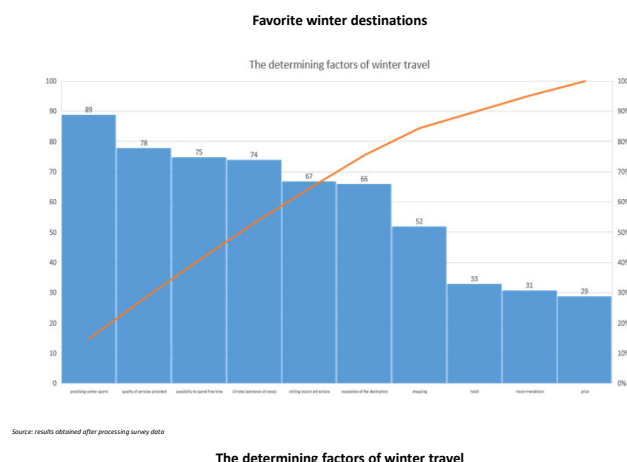
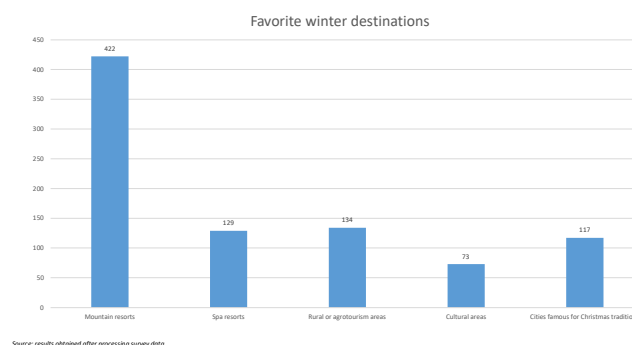
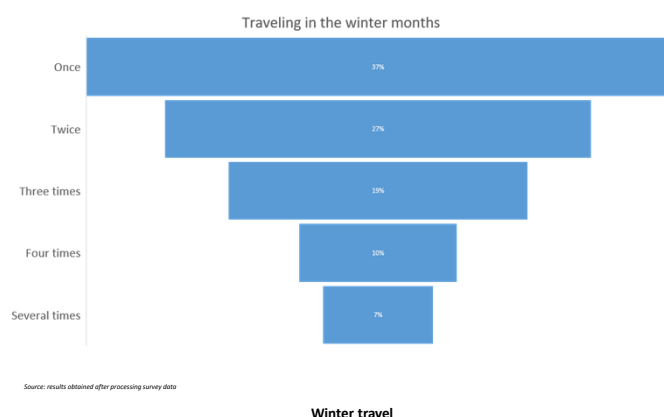
• Introduction

Winter tourism in Muntele Mic represents a dynamic segment of mountain tourism activities, capitalizing on the natural potential and infrastructure specific to the cold season. The analysis of tourist services in this area highlights how the local offer responds to the increasingly diversified demands of visitors, contributing to the sustainable development of the region.

• Material and method

In order to form a more conclusive picture of winter tourism and the tourist services that accompany it, we aimed to identify the expectations and needs of consumers of winter tourist services through the application of a questionnaire. The questionnaire was applied in the Muntele Mic resort between November 2024 and March 2025 to a number of 875 respondents.

• Results and discussions



• Conclusions

The tourist services offered at Muntele Mic contribute significantly to the attractiveness of the area in the cold season, through the diversity and quality of activities for tourists. The continuous development of the infrastructure and adaptation to market requirements can strengthen the position of the resort as a competitive mountain destination for winter tourism.

At the same time, the involvement of the local community and the promotion of responsible tourism can ensure the balance between economic exploitation and protection of the natural resources of the Muntele Mic area.